

MECHANICAL REQUIREMENTS

	WIDTH/HEIGHT
• Publication trim size:	8-7/8" x 10-3/4"
• Live area:	8" x 10"
• Live copy must be no closer than 3/8" from final trim on any side unless copy is to bleed.	
• Inserts jog to head.	

STANDARD SPACE SIZES

	WIDTH/HEIGHT
2-page spread/full bleed	18-1/4" x 11"
2-page spread/gutter bleed	16-1/2" x 10"
Page/bleed	9-1/8" x 11"
Page/non-bleed	8" x 10"
2/3 page	4-5/8" x 10"
1/2 page vertical	3-3/8" x 10"
1/2 page horizontal	8" x 5"
1/2 page horizontal/full bleed	9-1/8" x 5-1/2"
1/2 page island	4-5/8" x 7-3/8"
1/3 page vertical	2-1/4" x 10"

FURNISHED INSERTS

	WIDTH/HEIGHT
Single Sheet	9-1/8" x 11"
Spread	18-1/4" x 11"
Gatefold	17-7/8" x 11"
Postcard	6-1/2" x 4-3/8"

SCREEN RULINGS

It is recommended that 133 lines/inch be used with maximum not to exceed 150 lines/inch. (110-120 line screen is acceptable for black and white and 2/color.)

SALES CONTACT INFORMATION:

NATIONAL

Joyce Jamison
 Publisher
 (212) 895-8253
 jjamison@americanspamag.com

EAST

Jill Scharfglass
 Account Manager
 (212) 895-8445
 jscharfglass@americanspamag.com

WEST

Andrea Martin
 Account Manager
 (858) 673-4000
 amartin@americanspamag.com

DIGITAL REQUIREMENTS

- Digital data is required for all ad submissions. Preferred format is PDF/X-1. Acceptable formats are PDF and TIFF/IT P-1. Files should be press optimized, converted to CMYK, and have all fonts embedded. *American Spa* will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from <http://adspec.questex.com/>
- American Spa* will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken - by the client or by their agency - to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.
- Accepted Media: Files may be submitted on CD-ROM.
- FTP: Files may be submitted to our FTP site.
The production manager must be notified when ads are placed on the FTP site.
 Host: **ftp.questex.com**
 User ID: **ftpquestex**
 Password: **ftp4u**

 Double click on the folder entitled: AMSPA.
 You may use a third party application such as Fetch (MACINTOSH) or WinFTP (PC) to upload files. You can use either a third party software or Internet Explorer.
- Ad Proofs: To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.
- Film: *American Spa* is computer to plate. Any ads submitted on film will incur a \$50 charge.

Send SWOP-certified color proof and CD-ROM to:

Ana Maria Miranda
 Production Manager, *American Spa*
 Questex Media Group, Inc.
 757 Third Avenue, 5th Floor
 New York, NY 10017
 (212) 895-8443
 amiranda@questex.com